

***FIVE METRICS***  
*Annual Fund*

November 2021

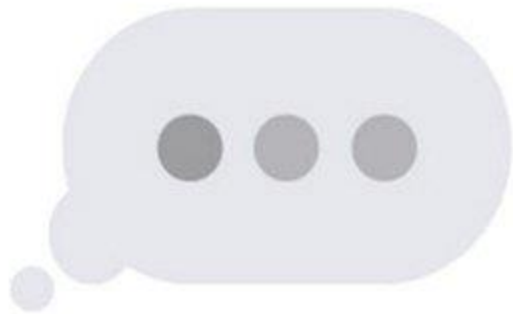
# *We Teach & Learn.*



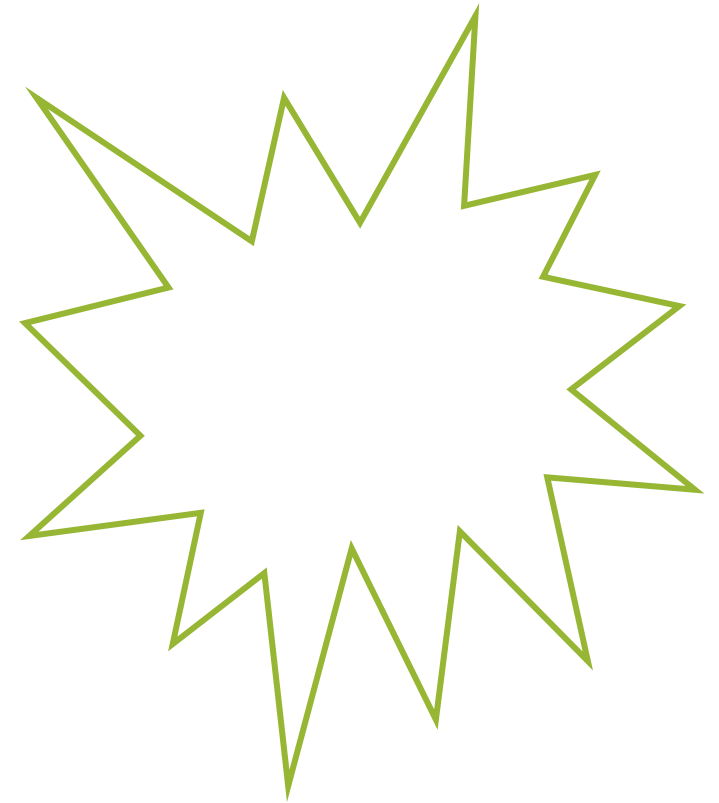
# Annual Fund Campaigns

## Individual Donors





# Campaign Goals.

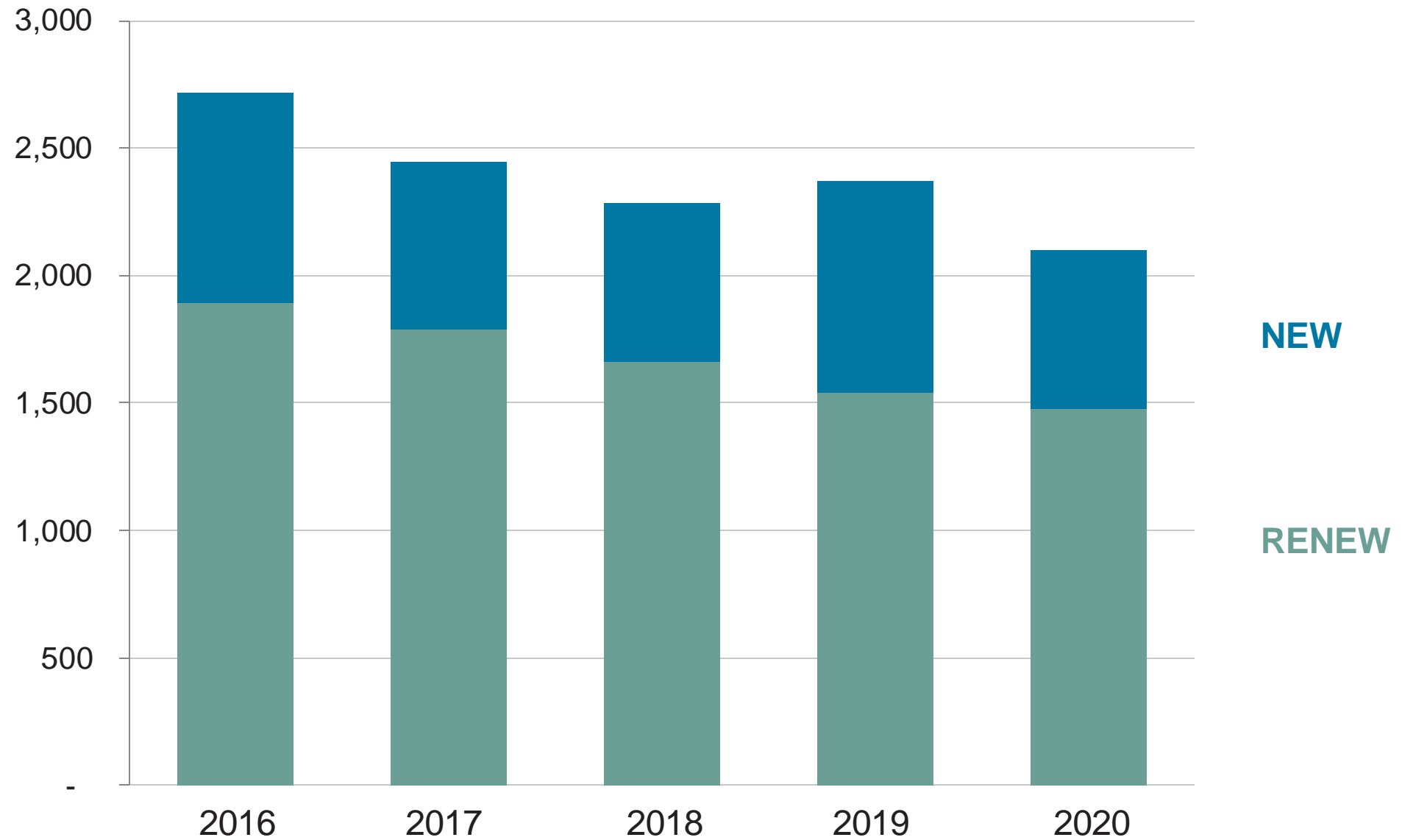


ONE

New vs Renew



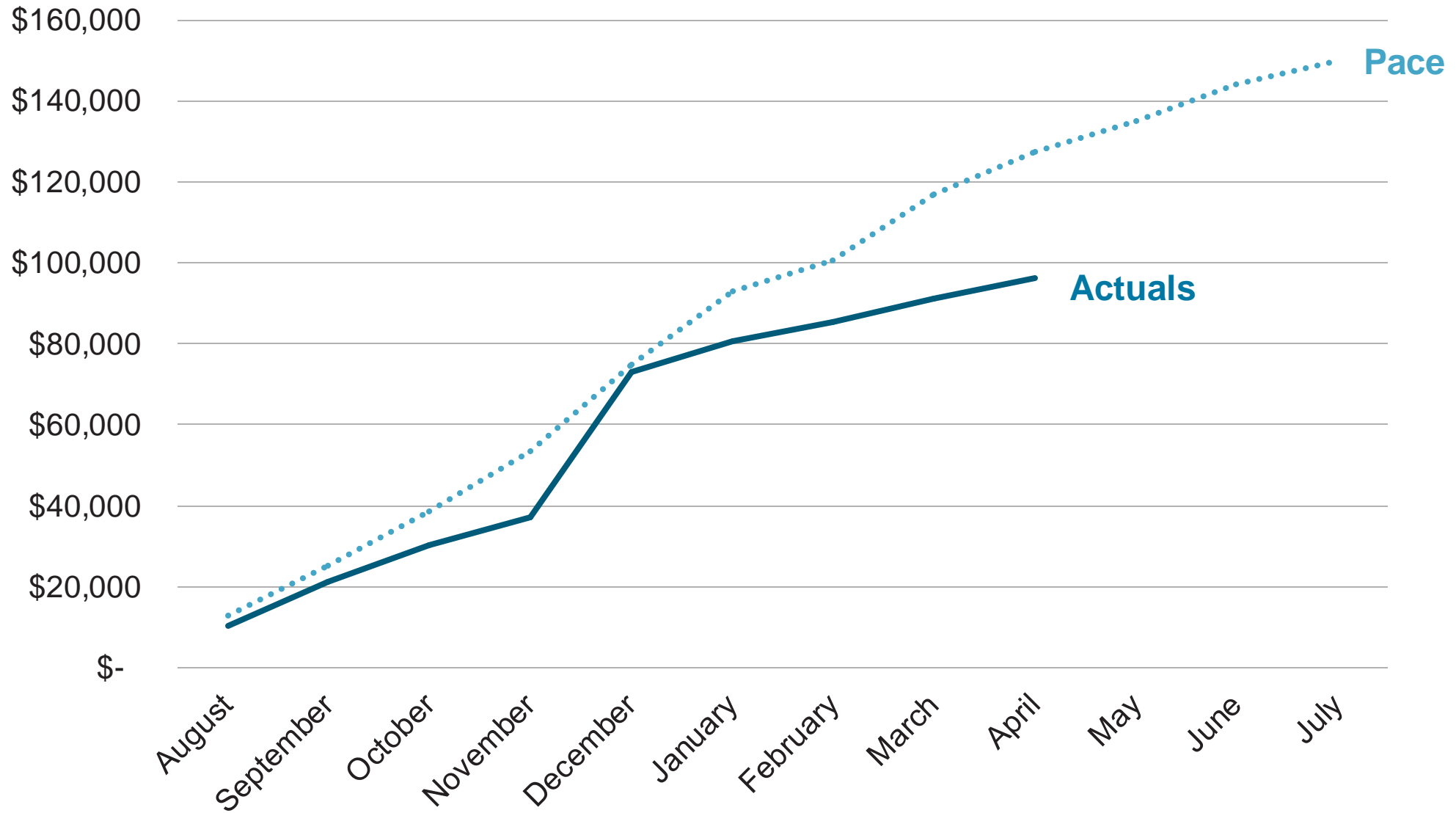
# Annual Fund Gifts



# TWO

## Actuals vs Pace

# Annual Fund Revenue



# THREE

## Donor Crossover

**% Crossover:**

Subscribers / Ticket Buyers  
who Donate

Donors who Subscribe /  
Buy Tickets

# The Power of AND

**Investment**



**Engagement**



**Renewability**



**THREE**

Upgrade & Downgrades

TRENDS

DISPLAY  Revenue  Patrons  Gifts

BY RENEWAL

BY MOVEMENT

**\$3.5M**  
TOTAL

=

**\$44,132**  
NEW

+

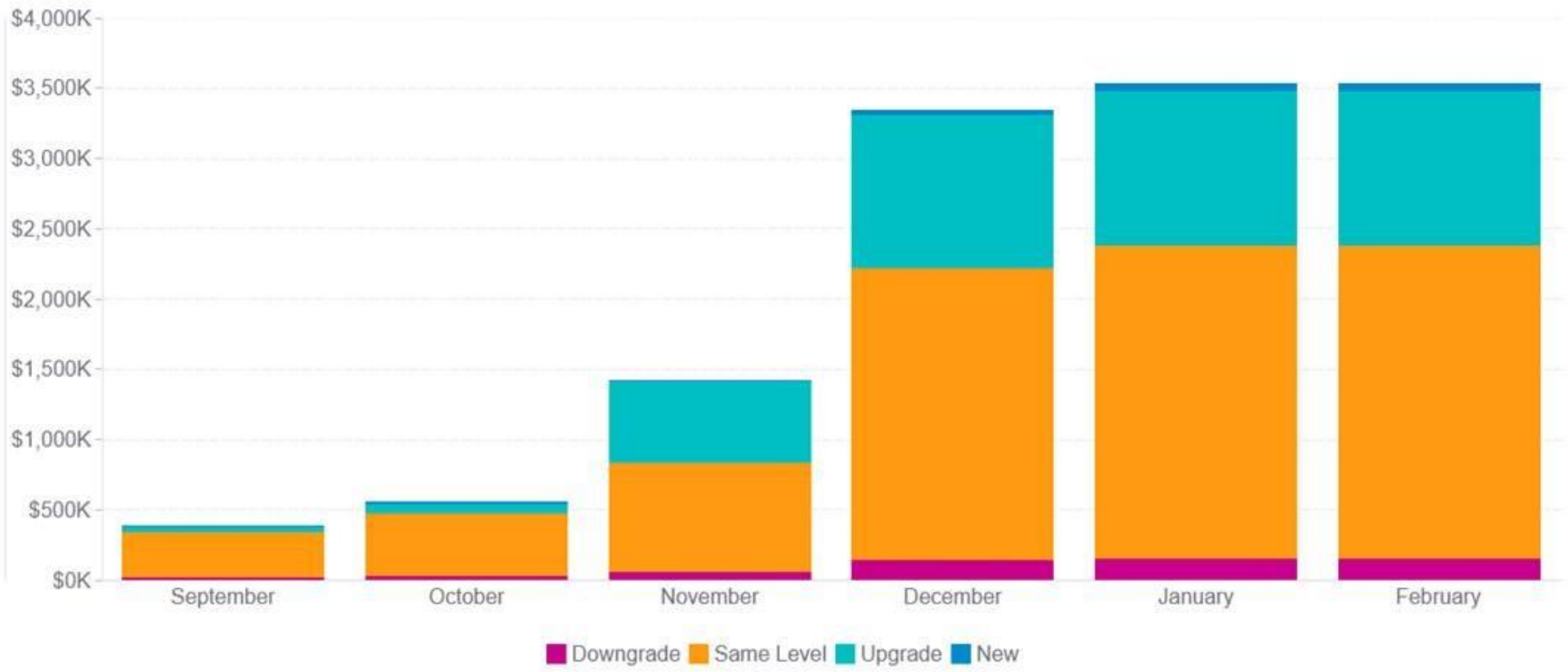
**\$1,103,731**  
UPGRADE

+

**\$2,223,661**  
SAME LEVEL

+

**\$159,290**  
DOWNGRADE





# TRENDS

DISPLAY  Revenue  Patrons  Gifts

BY RENEWAL

BY MOVEMENT

**2.6K**

TOTAL

=

**418**

NEW

+

**458**

UPGRADE

+

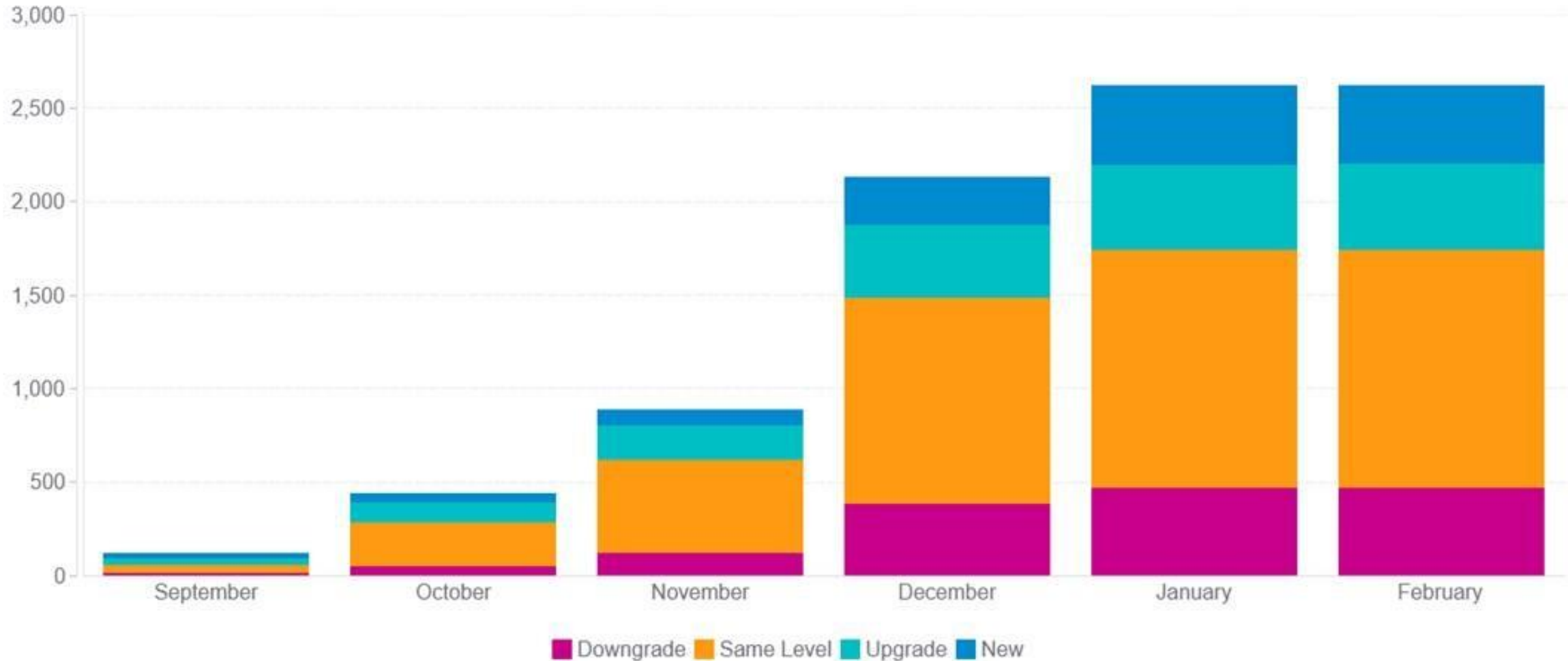
**1,272**

SAME LEVEL

+

**474**

DOWNGRADE



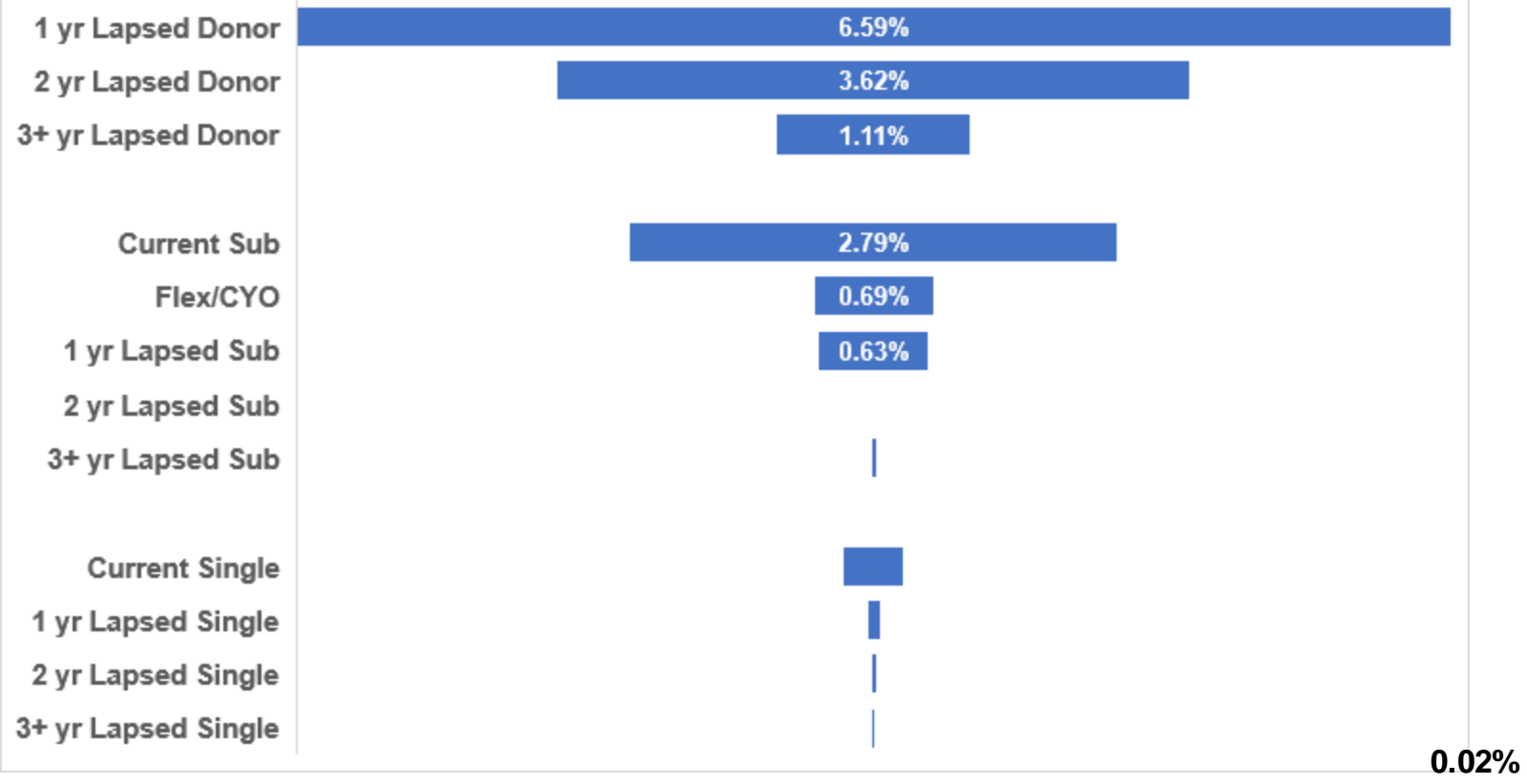
# FIVE

## Response Rates

$$\% \text{ Response Rate} = \frac{\text{Households RESPONDED}}{\text{Households INVITED}}$$

# Median Conversion Rates

*Annual Fund New Acquisition*



0.02%

0.35%

0.07%

0.03%

0.02%

More Metrics Coming!